

Sindy

1987



- STUNNING NEW LOOKS
- SUBSTANTIAL ADVERTISING CAMPAIGN
- SENSATIONAL PR AND PROMOTIONAL SUPPORT

INTRODUCTION

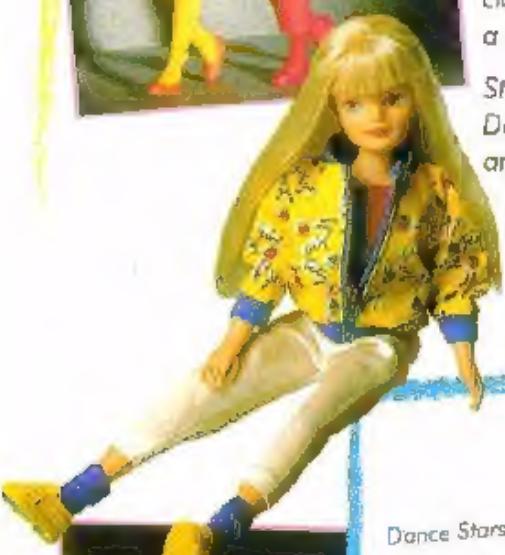
Sindy, the fashion doll all girls have traditionally adored, has stepped into a new life with Hasbro.

At times, modern, colourful and vivacious – at others gentle and romantic, Sindy fires the imagination!

The 1987 Sindy line is **ALL NEW**.

An enchanting new face; fashionable new clothes and stylish accessories – all powered by a sensational new TV advertising campaign.

Starting at Easter and running through to December, the TV campaign features 4 dolls and 1 major playset.



Dance Stars Sindy

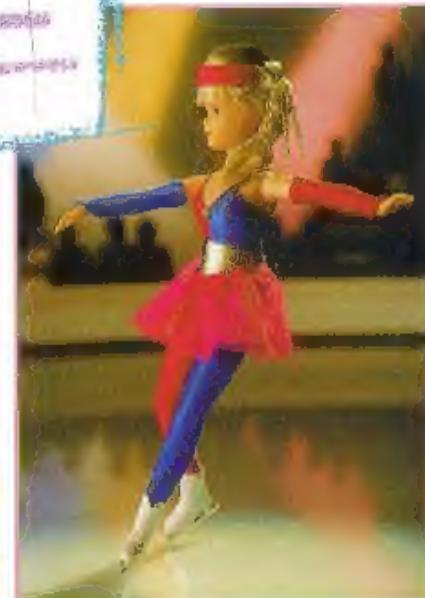
New Look City Girl
Sindy

Match 'n' Set City Girl
Sindy

Romance 'n' Roses
Sindy

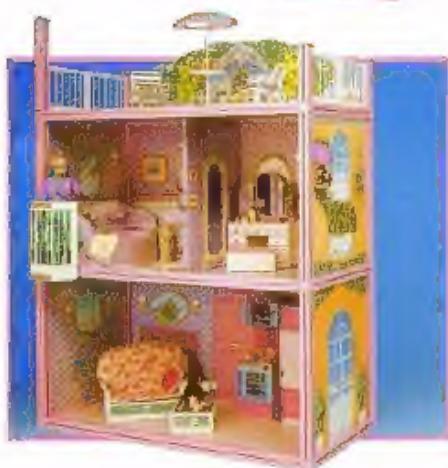
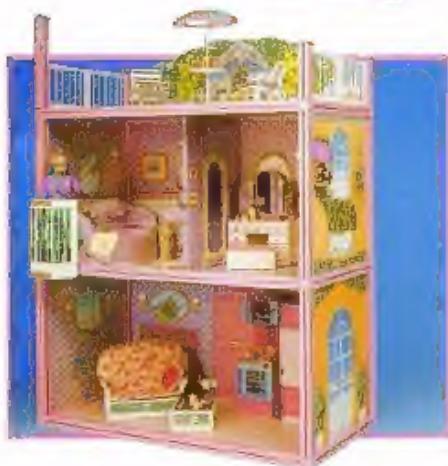
Fashion Boutique

The launch will also be supported by great promotions, in store activity and PR to make New Sindy, the doll every girl will want to own.

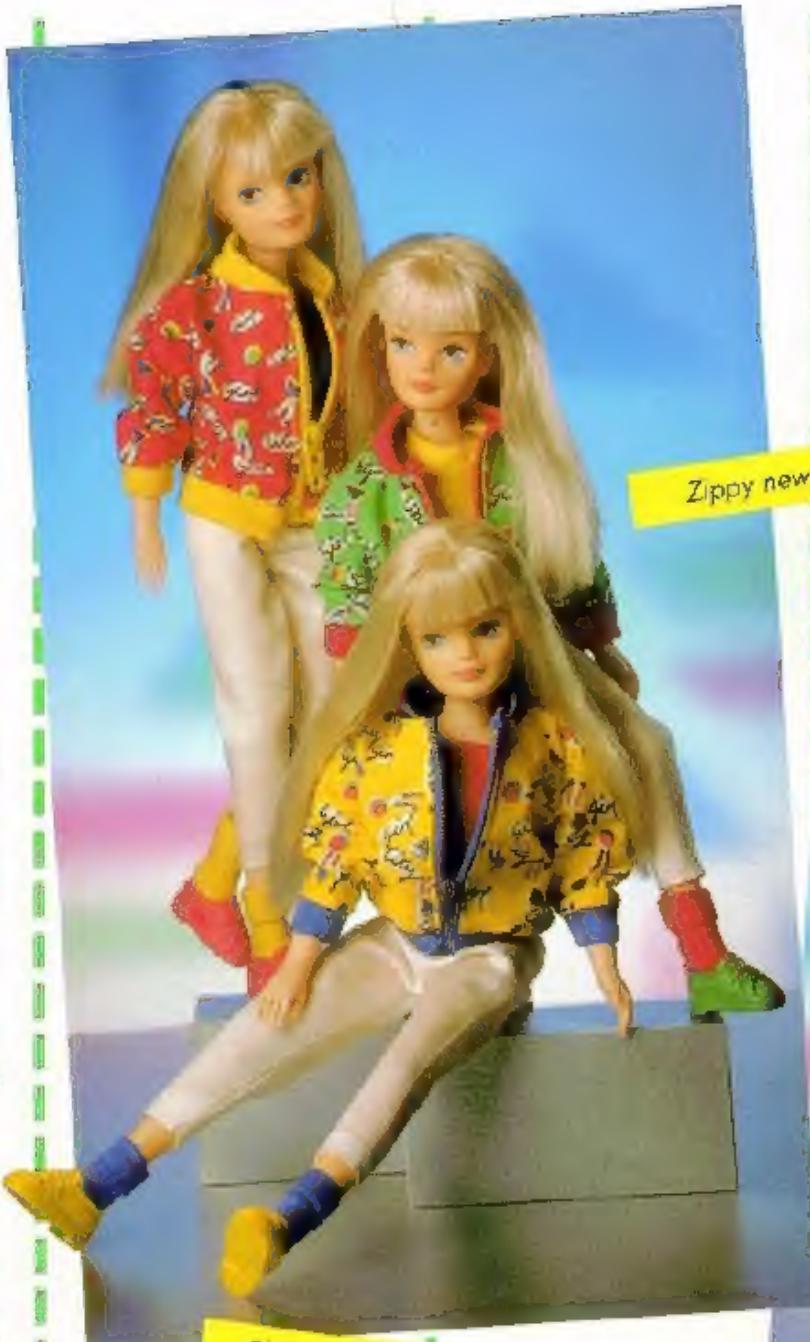


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New Look

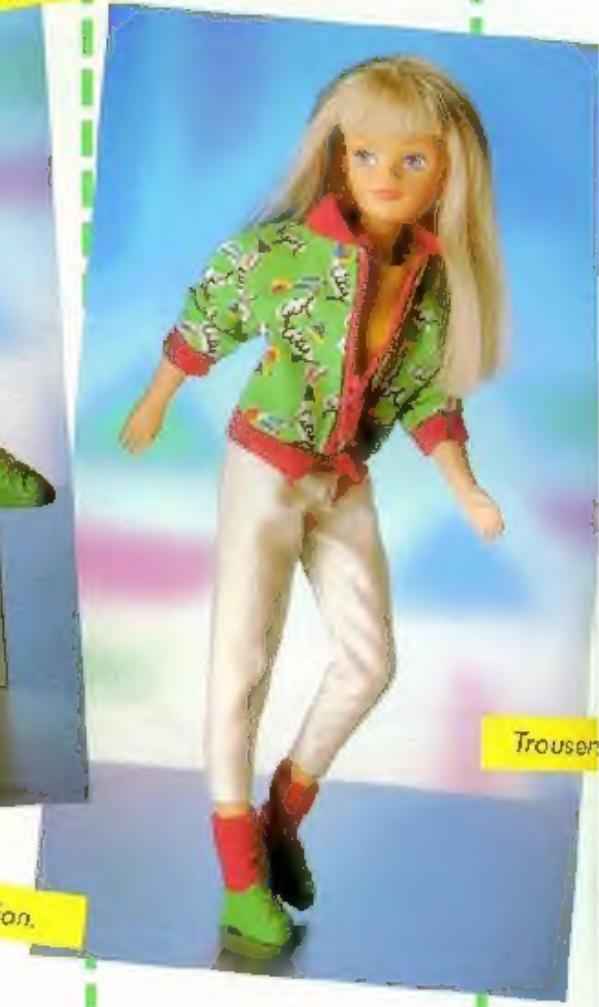


NEW LOOK CITY GIRL SINDY

Sindy is one step ahead in her New Look fashions. 3 brilliant colourways - Jade, Citron Yellow and Coral Pink with contrasting trims.

New Look! Wow!
She's looking Great!

Zippy new bomber jacket reveals stylish vest-top.



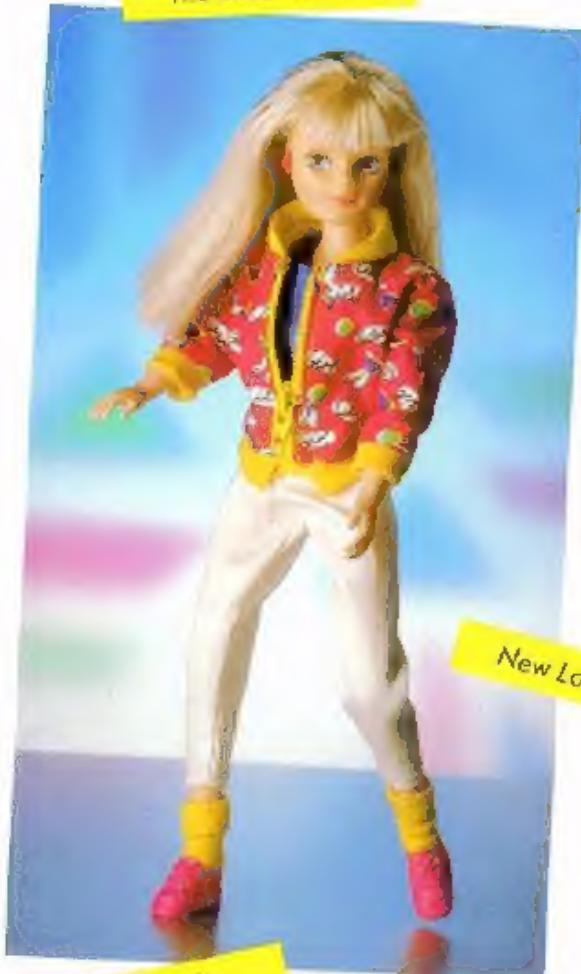
Shoes and socks make a great combination.

City Girl

Sensational New Look Sindy with wonderful long silky hair.



a crisp and fresh in white.



The Look is Now.

New Look Sindy

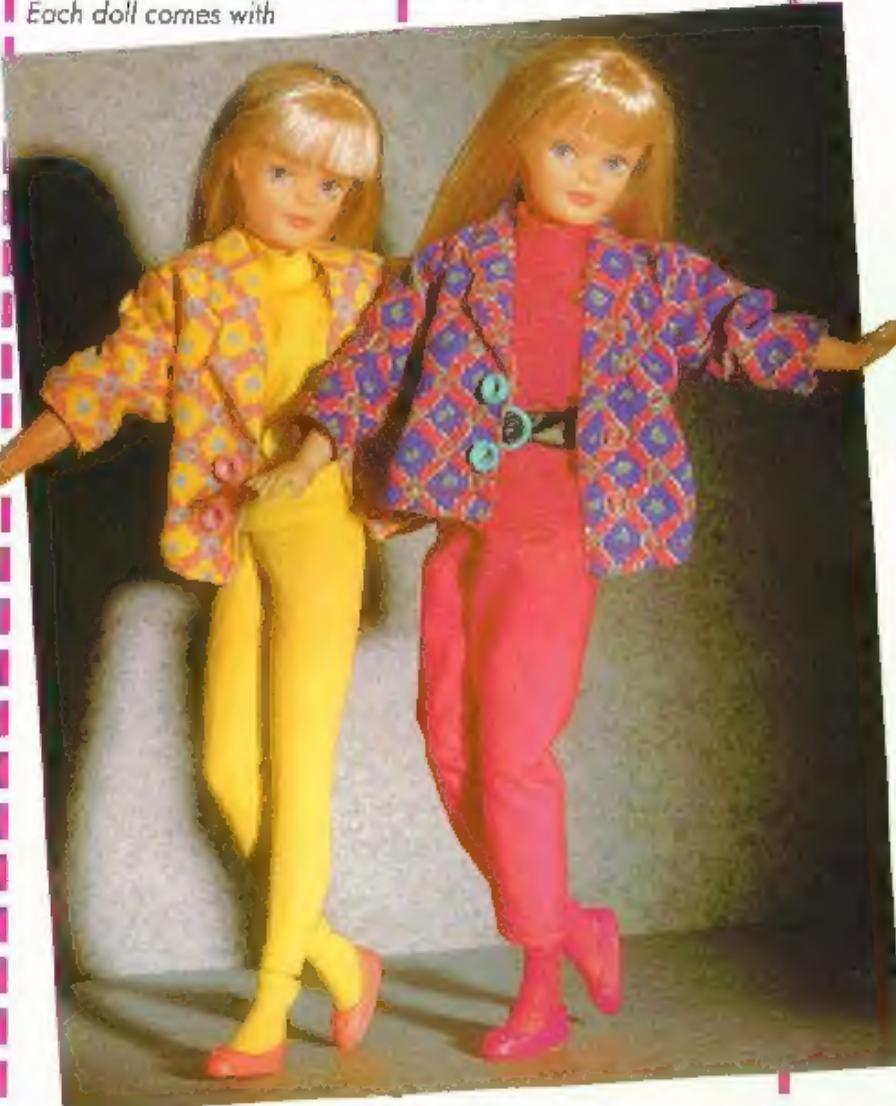
City Girl Sindy.

Style No 8120
W/B (340 x 110 x 50mm)
M/C Qty 12

MATCH 'N' SET CITY GIRL

Sindy is streets ahead!
So get smart!
Choose from 2 distinctive
sets of versatile fashion
separates to mix and match.
Each doll comes with

3 added pieces of clothing
for great fashion play.
Choose any combination to
create The Look. Styles to
mix. Match. Add to.
Everything goes!



Sensational new Sindy with
wonderful long silky hair.

Super poseable to look just
right.

Style No 8150
W/B (340 x 200 x 58mm)
M/C Qty 6

What a



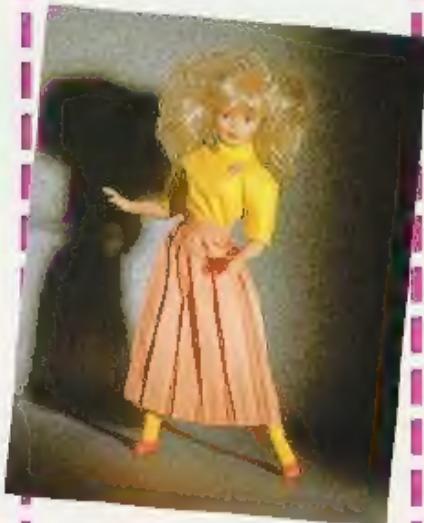
In The



Peach!



Delicious peach tones with sunny yellow. Contains hat, jacket, polo neck, pleated skirt, belt, leggings, socks and shoes.



Pink!



City Girl

Polo Neck Jumper



Pencil Skirt



Ro Ro Skirt



Leggings



FASHION MIXERS 1

Style No 8540
B/C (190 x 160mm)
M/C Qty 36

Big Shirt



CITY GIRL FASHION

MIXERS Three different assortments of Fashion Mixers. A range of versatile fashion separates to mix and match. Great new styles. Brilliant colours. Choose any combination to create The Look. Styles to mix, match, add to. Everything goes!



Bomber Jacket



Circular Skirt



Dungarees



Casual Jacket



Baggy Jumper



Trousers



Frilly Blouse



Pleated Skirt



Smart Jacket



Hooded Coat

FASHION MIXERS 3

Style No 8600
B/C (285 x 160mm)
M/C Qty 36



FASHION MIXERS 2

Style No 8570
B/C (235 x 160mm)
M/C Qty 36

2

CiCi
Giz

A C C E S S O R I E S

TOPPIN' UP

CITY GIRL TOPPIN' UP

Sindy will look terrific when these finishing touches are added to her outfit.

Style No 8480 B/C (190 x 125mm)
M/C Qty 36



Sightseeing



Evening Out



French Look



Holiday Gear



Ascot Day

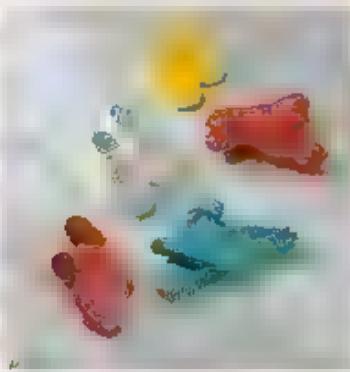
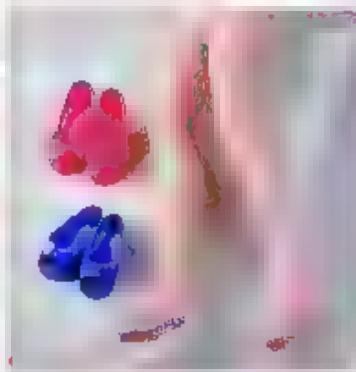


Up Town



A decorative banner with the text "WELCOME TO THE 10TH EDITION" in a stylized, colorful font. The letters are composed of various textures and colors, including green, red, blue, and yellow, giving it a vibrant and artistic appearance.

Giulio



CITY GIRL STEPPIN' OUT

Sindy will really step out in style with this range of accessory packs offering a wide choice of footwear.

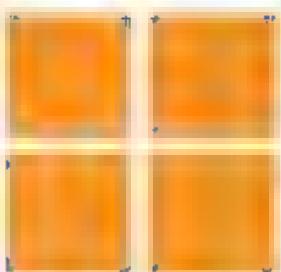
Style No 8450 B/C (190 x 125mm,
M/C Qty 36

FASHION

BOUTIQUE



Size of playset 645 x 495 x 40mm



◀ Changing Room

FASHION BOUTIQUE The complete playset for great fashion play so Sindy can be sure to look the part when modelling those stunning outfits on the catwalk. Fashion fun at its greatest

Style No 8772 C/B (485 x 640 x 225mm,
M/C Qty 3

Playset with fashion accessories,
mannequin, folding chair and
full-length mirror.



Dolls and dolls not included



Chest of drawers with accessories



Dressers Wardrobe.



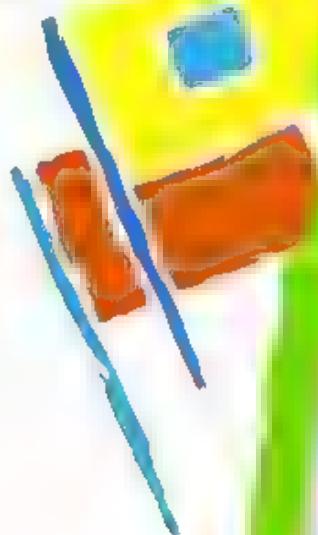
Reversible Window Display
with mannequin



PAUL Sindy's new friend is as fashion conscious as she is. Trendily dressed in a smart jacket with cords, jumper and scarf, he is a friend and companion to Sindy.

Style No 8070 W/B (340 x 125 x 50mm) M/C Qty 12

PAUL FASHIONS Modern
styles to ensure Paul is
perfectly attred to accompany
Sindy



Jump into Action



Dashing in Denim



Style No 8360 W/B (340 x 245 x 30)
M/C Qty 12



ROMANCE 'N' ROSES Elegantly dressed in cream with matching frills and delicate rose trimmings, Romance 'n' Roses will catch the eye on that special occasion. Crimped hair adds style (above left). Matching parasol (above right).

Style No 8130 W/B (340 x 200 x 58mm) M/C Qty 6 Designed by Amanda Walker



WHITE WEDDING The day every girl looks forward to, sees Sindy stealing the show. Flowing train with floral trim (above left). Full veil, with floral headpiece (above right), to match the bouquet.

Style No 8100 W/B (340 x 200 x 58mm) M/C Qty 6



Fine and Frilly



Smarty Pants



Fancy Free



Sweet Dreams



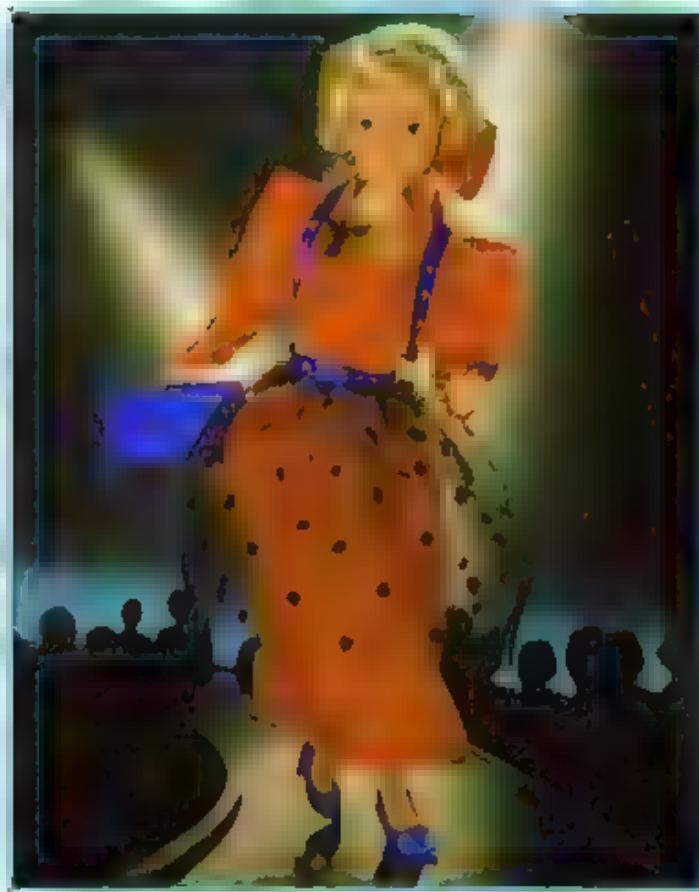
Sleep Tight



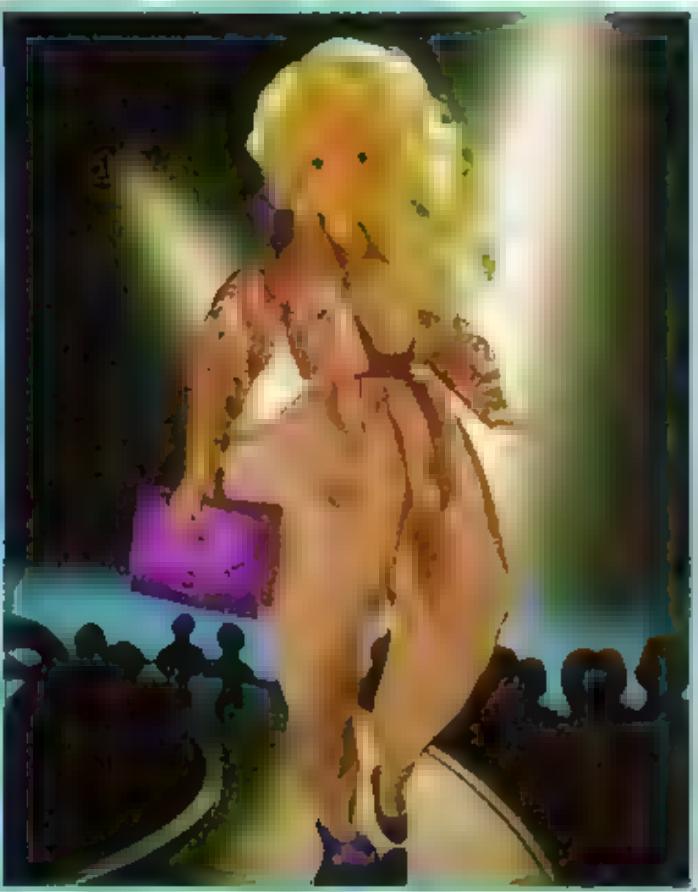
Lullaby Lace

LINGERIE Sensational, silky styles for Sindy to wear, whether she's ready to go out or ready to go to bed

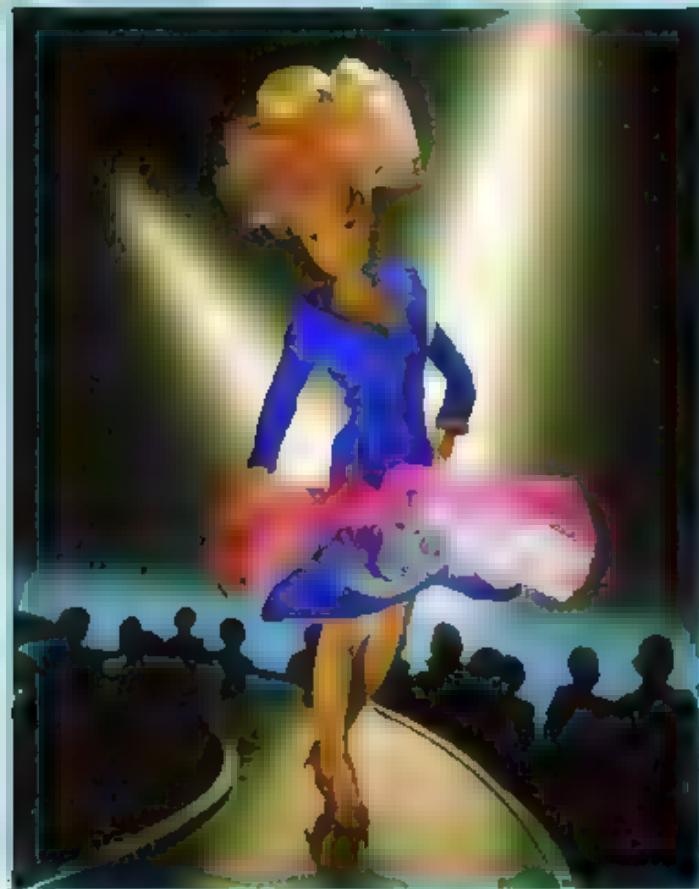
Style No 8510 B/C (235 x 160mm) M/C Qty 36



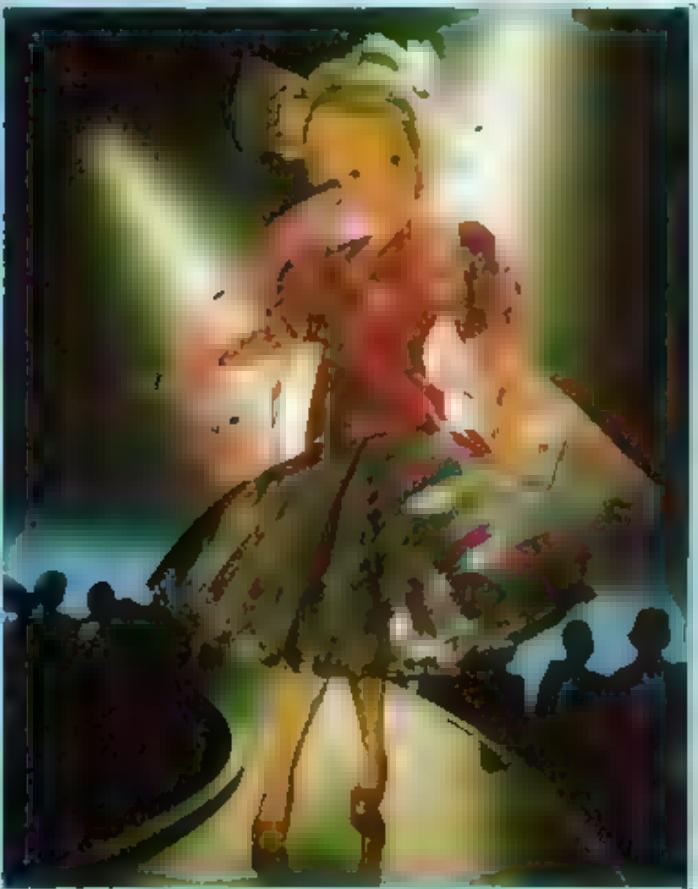
Tangerine Treat



Silver Sensation



In the Spotlight



Disco Magic

EVENING FASHIONS All heads will turn when Sindy hits town wearing this stunning range of evening clothes

Style No 8300 W/B (340 x 245 x 30 M/C Qty 12

BALLET DANCER SINDY The
classical favorite 'Ballet
Dancer' Sindy wears a
beautiful one piece leotard
and tutu, complemented with
white tights and ballet shoes.
The most poseable doll ever,
Sindy has all the grace of a
real ballerina



ICE DANCER SINDY Modern,
topical and vivacious. Sindy is the
real star of the rink. Fully poseable
Sindy comes complete with ice
skates to create all the fun and
excitement of this exhilarating
sport.

ICE
ICE
ICE



DANCE STARS

Style No 8080 W/B 340 x 155 x 58mm N/C Qt.

Rollin' Along

Going jogging

Party Club

SPORT

Tennis Love

High Energy

Beach Party

SPORTSTAR FASHIONS b colourful
sporty fashions for an active lady
Style No 8260 W B (340 x 245 x 30mm)
M/C Qty 12

DOUBLE FUN SINDY An assortment of three fun and colourful outfits. Sindy can wear each outfit in more than one way creating two different looks from each. Double Fun!!

Short 'n' Sweet

double double



Fun
Fun
Fun

Twist 'n' Turn

double double



fun
fun
fun

Bright 'n' Breezy

double double



Fun
Fun
Fun

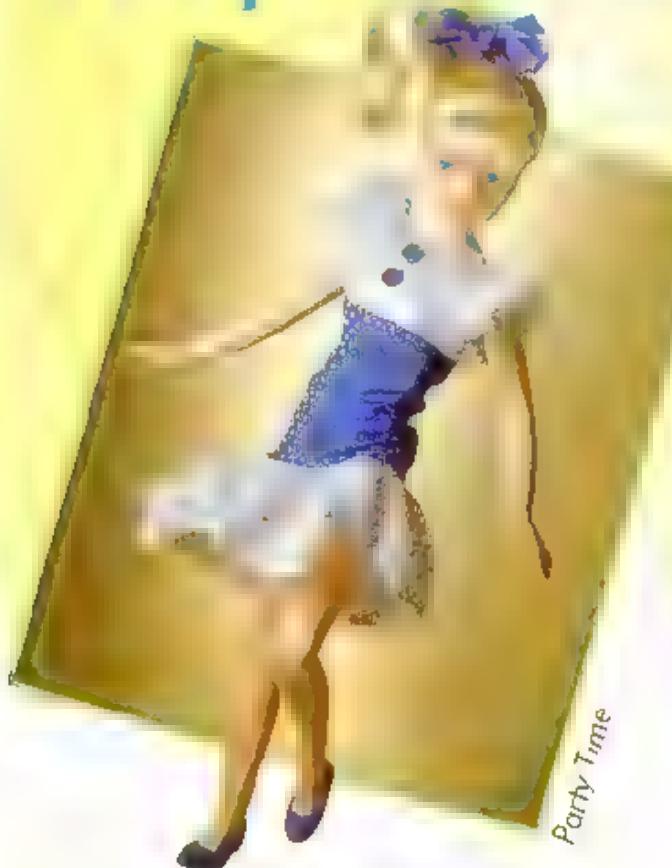
Style No 8030 W/B (340 x 125 x 50mm) M/C Qty 12

My first Sindyl



Style No 8000 W B (340 x 110 x 50mm, M/C Qty 12)

My first Sindyl



Style No 8200 B/C (225 x 170mm) M/C Qty 24

Pretty Girl

MY FIRST SINDY - THE NATURAL CHOICE FOR A GIRL'S FIRST FASHION DOLL My First Sindy has been specially designed for girls entering the fashion conscious world of Sindy. With an easy to dress wraparound outfit and straight legs and arms for easy dressing, she is the ideal doll for the first time collector.

Style No 8000

W/B (340 x 110 x 50mm)

M/C Qty 12



MY FIRST SINDY FASHIONS Four different styles allowing varied play for the first time collector. Each one easy to dress with shoes included

Style No 8200

B/C (225 x 170mm)

M/C Qty 24

shions





Does not include any dolls. www.toystore.com

STAR HOME 2 large floors to accommodate
Sindy's furniture, with a pretty roof top patio.
Providing super storage space for a child's Sindy
collection

Style No 8771 C/B (470 x 745 x 90mm)
M/C Qty 2

PATIO SET



PATIO SET Canopied table, chairs and drinks set in fresh new colours means Sindy can enjoy the company of friends on the roof top patio. Ideal for those lazy summer evenings.

Style No 8751 C/B (240 x 300 x 90mm) M/C Qty 6

Doll and outfit not included

DINING ROOM

Everything is available for some superb dinner parties in Sindy's elegant new dining room



DINING TABLE AND CHAIRS New colouring for this elegant table and four chairs. Four place settings and dining accessories are all colour co-ordinated in pink and cream. Set contains 55 pieces.

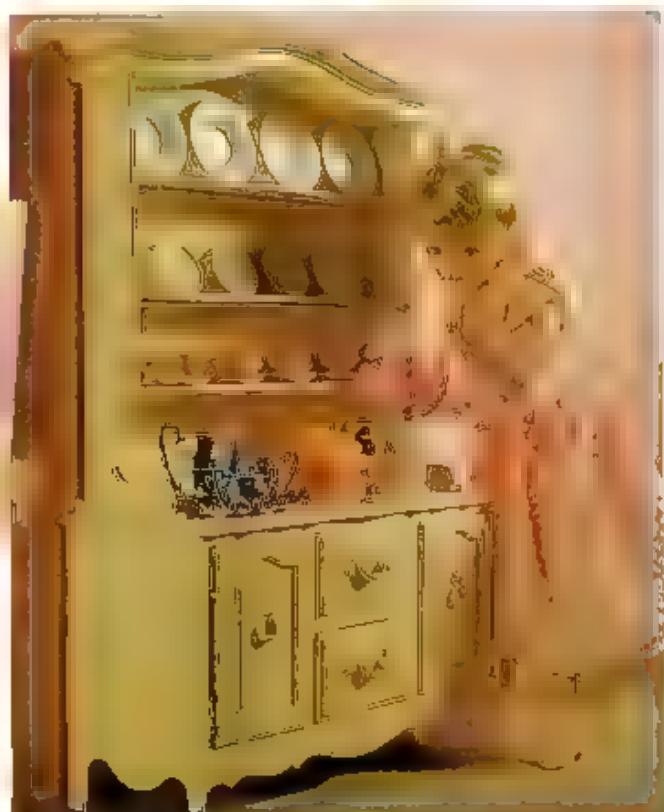
Style No 8730 C/B (170 x 300 x 123mm) M/C Qty 4

DINING DRESSER Attractively styled to match the Dining Table, the dresser comes complete with 'silverware' and 'chinaware' accessories. Set contains 30 pieces. Cupboards and drawers open to give plenty of storage space

Style No 8731 C/B (340 x 193 x 80mm) M/C Qty 4



Dolls and outfits not included



LOUNGE



At the end of a busy day Sindy is only too happy to relax on her comfortable armchair or settee

ARMCHAIR AND TABLE With reversible cushions, coffee table and imitation table lamp. Style No 8720 C/B (170 x 149 x 125mm) M/C Qty 6



SETTEE AND TABLES With two coffee tables, coffee time play accessories. Reversible main and 'button' cushions to create two different looks.

Style No 8721 C/B (170 x 298 x 125mm) M/C Qty 6





WARDROBE Complete storage for Sindy fashions includes shelving and a 3 drawer storage unit. 6 coathangers included

Style No. 8701
C/B (340 x 176 x 112mm),
M/C Qty 6



LUXURY BED In two tone pink with detachable headboard, 2 bedside cupboards with opening drawers and accessories. Delicate floral print bedcover over pink mattress and pillow.

Style No. 8700 C/B (170 x 349 x 100mm), M/C Qty 6



DRESSING TABLE AND SEAT With 3-piece adjustable mirror, opening drawers and a 'button top' stool with storage space. Accessories include brush, comb, mirror, vase of flowers and 'cosmetic' pots.

Style No. 8702 C/B (170 x 247 x 97mm) M/C Qty 6



ROOM

BATH

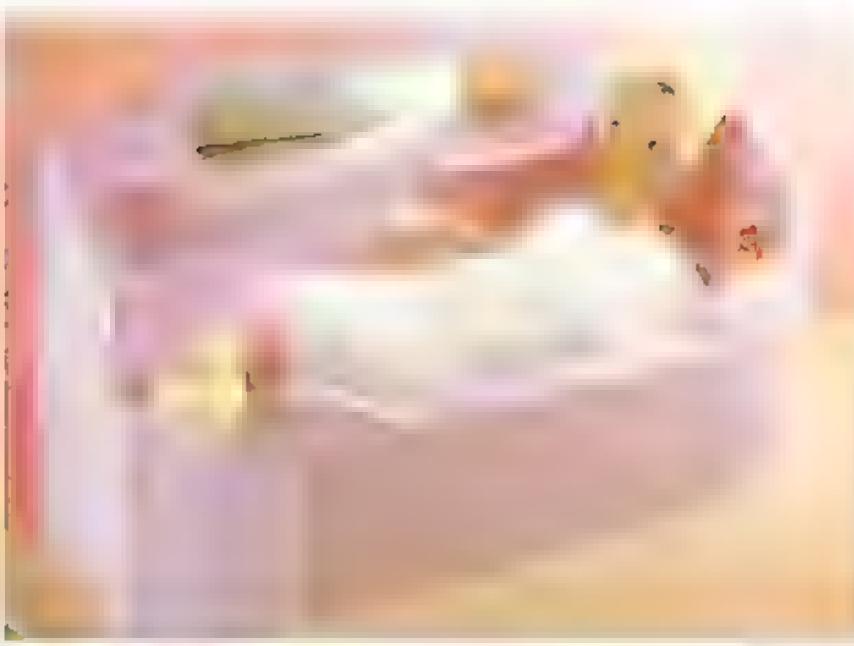
Now in a delicate shade of
pink, adding more colour to
Sindy's home



WASHBASIN Features large mirror, 'wash
accessories and laundry basket.

Style No 87-2 C/B (340 x 124 x 110mm) M/C Qty 6

Dolls and outfit not included



BATH With 3 piece splashback including
mirror. Complete with bath accessories, flannel
and towel

Style No 8710 C/B (148 x 298 x 113mm) M/C Qty 6



TOILET Features lift up lid and
seat. With shaped rug.

Style No 8711 C/B (170 x 125 x 80mm) M/C Qty 6

KITCHEN

There's real play value in *Sindy's* stylish kitchen.

FRIDGE Lots of play value with opening door revealing plenty of storage space for all those food and ingredient accessories included. Opening top and bottom cupboard space includes vegetable basket.

Style No 8741 C/B (340 x 125 x 100mm) M/C Qty 6



COOKER *Sindy's* new cooker means sumptuous meals every time. Features rotating spit, opening oven, grill and storage drawer. Complete with food, cooking and baking accessories.

Style No 8740 C/B (340 x 140 x 100mm) M/C Qty 6

Doll and outfit not included.



Coffee Morning



Bon Appetit



Cocktail Time



Lounge Around



Dinner for Two



What's Cooking

LIVING IN STYLE

LIVING IN STYLE 6 sets of themed accessories for simple play or use as added value for major scenessetters.

Style No 8810 B/C Box (200 x 300 x 30) M/C Qty 36



PALOMINO HORSE Sindy's horse 'Star' with movable neck and head. Now with authentic saddlery and bridle, the set is complete with broom, curry brush, comb and knee bandages.

Style No 8752
C/8 (340 x 293 x 98mm)
M/C Qty 6



Doll and outfit not included.

FOUR WHEELS



Removable roof for easy access

RANGE ROVER A stylish vehicle for dinner dates or country picnics. Authentically styled with tipping seats, seat belts, towing bracket and plenty of storage space. Takes Sindy and three passengers.

Style No 8761
C/B (275 x 638 x 245mm)
M/C Qty 3

Doll and outfit not included